SãoPaulo
brandbook

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Presentation

São Paulo brand is much more than an advertising campaign. It is an idea that everyone can use to promote the city as a unique destination of places, services, people and ideas. This is a way to improve the city's visual identity, add trustworthiness and credibility to our messages. All types of brand communications will have a better performance and a consistent application if they follow the principles of this book. This guidebook was made to inspire and assist all those who in any way help to build São Paulo brand.

The principles presented here must be strictly followed in order to reinforce the brand communication.

SãoPaulo

brand pillars

What are we tryin

ying to communicate?

unexpected

emotion

surprise

experience

We look for **the unexpected**

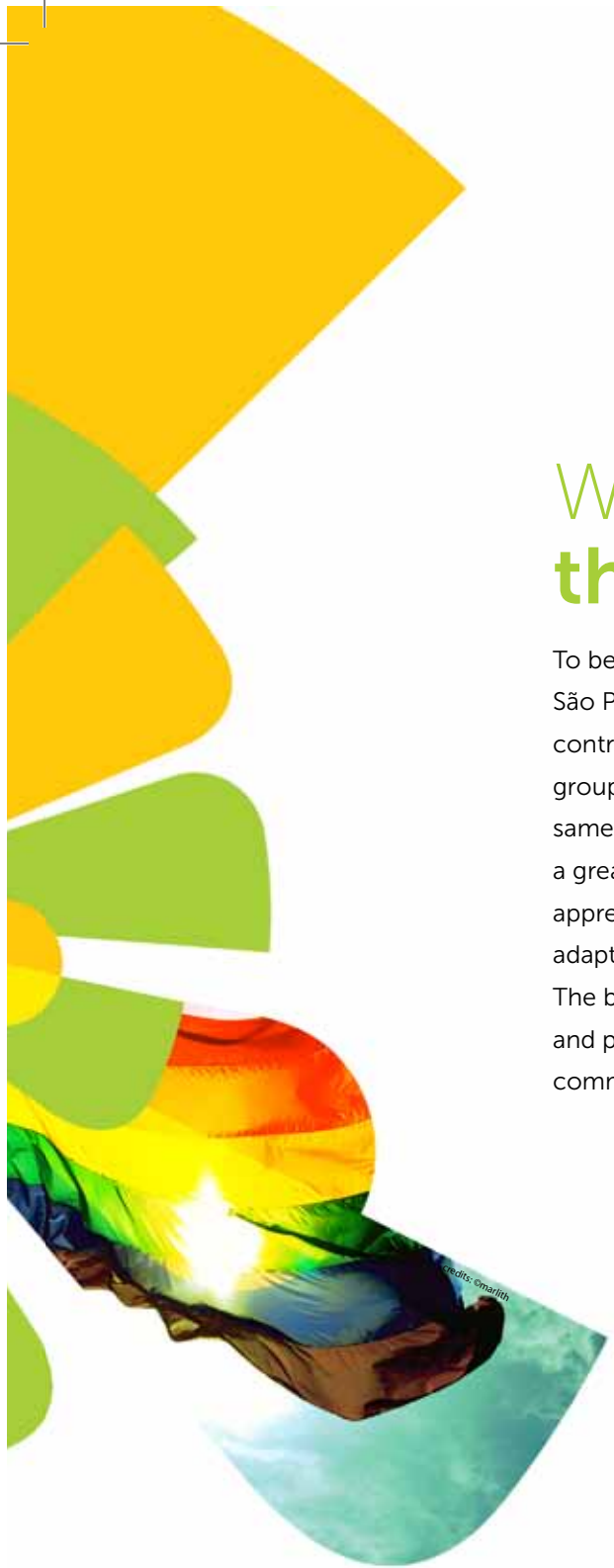
Nowadays, it is increasingly difficult to stand out, cause emotion or provide unforgettable experiences. We seek to know the origin of the things and increase our background. More than causing surprise, things need to be magical and dazzling. In a society marked by the culture of copy, where everyone does more of the same, to astonish gets harder and harder. São Paulo is unexpected and everything that is unexpected draws our attention. Surprises break the routine and cause impact. The unexpected is a part of the metropolis' daily life.

contrasts

communities

society

cultures



We respect **the differences**

To be a paulistano, all you have to do is live in São Paulo. The city values the differences, shows contrasts and respects cultures. The several groups that inhabit the city live and share the same environment, showing that São Paulo is a great example of life in society. Brands are appreciated when they respect the differences, adapt to the communities and value diversity. The brand must create loyalty, stimulate pride and promote ethics and transparency within communities.

pleasure

innovation

maximum

reinvention

fun

We live
in the present

Society keeps searching for pleasure and fun. In São Paulo, everyone wants more and expect the best. People don´t want to miss a thing and everything has to be enjoyed to the fullest. The city lives in the present, changes and reinvents itself all the time.

In São Paulo there is an infinite range of things to satisfy people: the best restaurants, outstanding shows, excellent business opportunities and greater chances of professional success.

groups

integration

familiarity

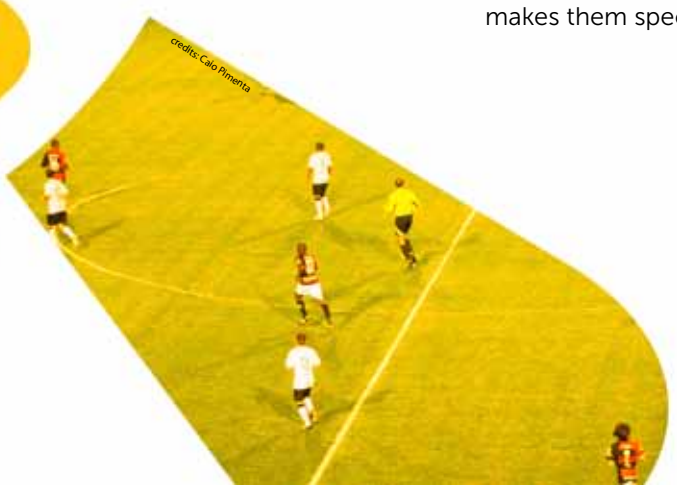
individuals

credits: Jefferson Patiçjer

We are **communities**

While São Paulo grows, people move apart and lose human touch. We are attracted by everything that is different or particular. We try to bring back some of the lost familiarity, creating an atmosphere of village in our cities.

Brands must stimulate trust and integration between individuals that do not know each other and also find means to bring people closer. Consumers with common interests connect to others and build small groups, with their peculiarities and differences. A brand must consider these small groups, identifying what unites them and makes them special.


credits: Caio Pimenta

credits: Fábio Mesquita
credits: Jefferson Pinheri
credits: Caio Silveira
credits: Caio Silveira

credits: Caio Pimenta

brand essence

experience it all!

credits: Jefferson Pancieri

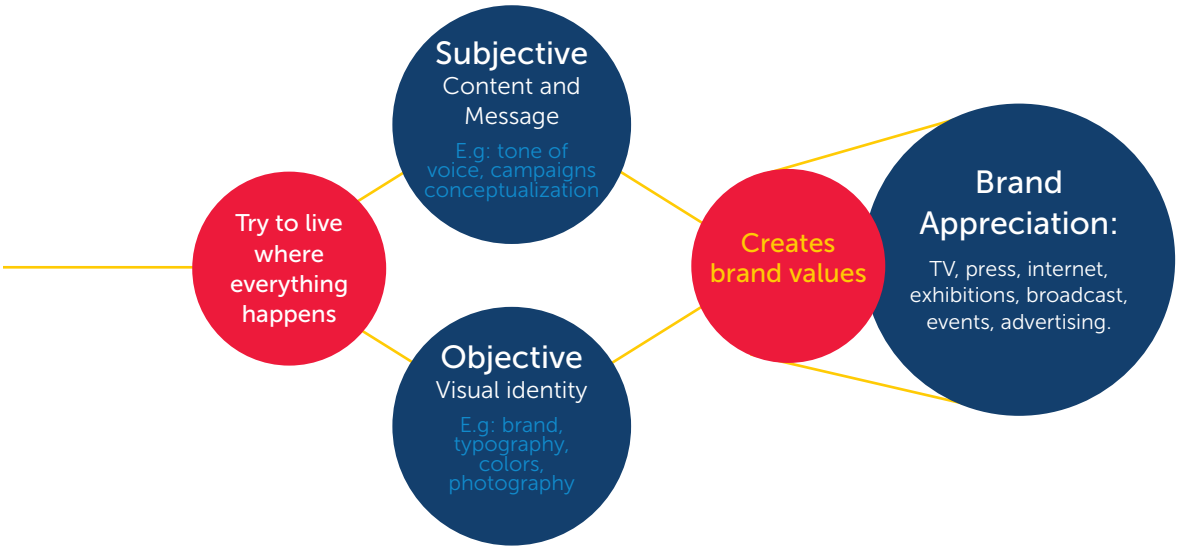
strategic **view**

Brand Proposal and Tagline

São Paulo brand visual identity reflects the entire communication strategy of the city in the Tourism industry. The focus is in the variety and quantity of unique and surprising experiences that happen in São Paulo. The tagline that translates this concept is called "experience it all".

Brand Potential

In general lines, São Paulo brand will be used to promote tourism in the city. Besides, the brand can also promote investments and businesses, in addition to the sale of licensed products. Companies can use the brand in order to promote the advantages and interests connected to the brand and its positioning.



Brand Expression

The brand must be expressed in all of its aspects: both in the subjective language and in the objective. In the subjective language, we communicate through the tone of voice, the campaigns conceptualization, the message content. In the objective language, we communicate the visual identity, the principles of application, colors, photographic style, among others.

Brand Appreciation

The form of expression of São Paulo brand contributes to the recognition of its concepts and generates a desire for the experiences that are communicated by the brand and its partners. The visual strategy of the identity was designed to create a connection between desire and fulfillment. Thus, an environment favorable to communicate the emotional essence of what people would like to try in the place where "everything happens" is created.

visual **elements**

São Paulo brand visual identity is based on six visual elements: logo, colors, typography, secondary graphics, photography and pattern. Such visual elements have been designed to be combined in different creative way.

Certain applications can use only one of the visual elements, and others can use all six.

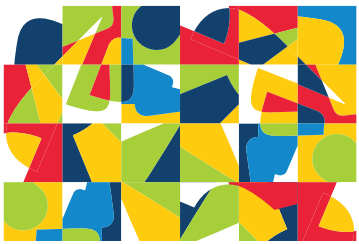
This guidebook presents the specifications for these six main elements and includes examples of applications to show the "best practices" and how they can be combined in different circumstances.

logo

photography

colors

pattern



secondary graphics

typography

marketing
typeface

preferred **logo**

The logo is the main element of São Paulo's visual identity. It contains the graphic translation of the proposal and of São Paulo's role as a city where you can have unique experiences.

The position of the elements can be changed, but it is crucial that the rules of this guidebook are observed in order to preserve the integrity and the legibility of the brand in any situation.

Positive preferred version

Negative preferred version

symbol positions

The symbol can be applied in different positions, following the rules described in this guidebook.

Frequently changing it helps to represent the idea that São Paulo is a city that is always moving and surprising.

For such, always use the predetermined symbol positions from electronic originals.

SãoPaulo

SãoPaulo

SãoPaulo

SãoPaulo

colored background **version**

Care must be taken in the application of the brand over a large range of backgrounds. The colors must always contrast with the background.

For such, always use the color combinations from electronic originals.

Preferred negative version

Preferred version on a red background

Preferred version on a green background

Preferred version on a yellow background

version with **description**

In addition to the preferred version, the São Paulo logo also has two other versions for application with the descriptions "cidade de", "city of" and "ciudad de" as represented on the next page.

These versions must be used only in specific cases, when there is a need to communicate the city's description.

Portuguese description version

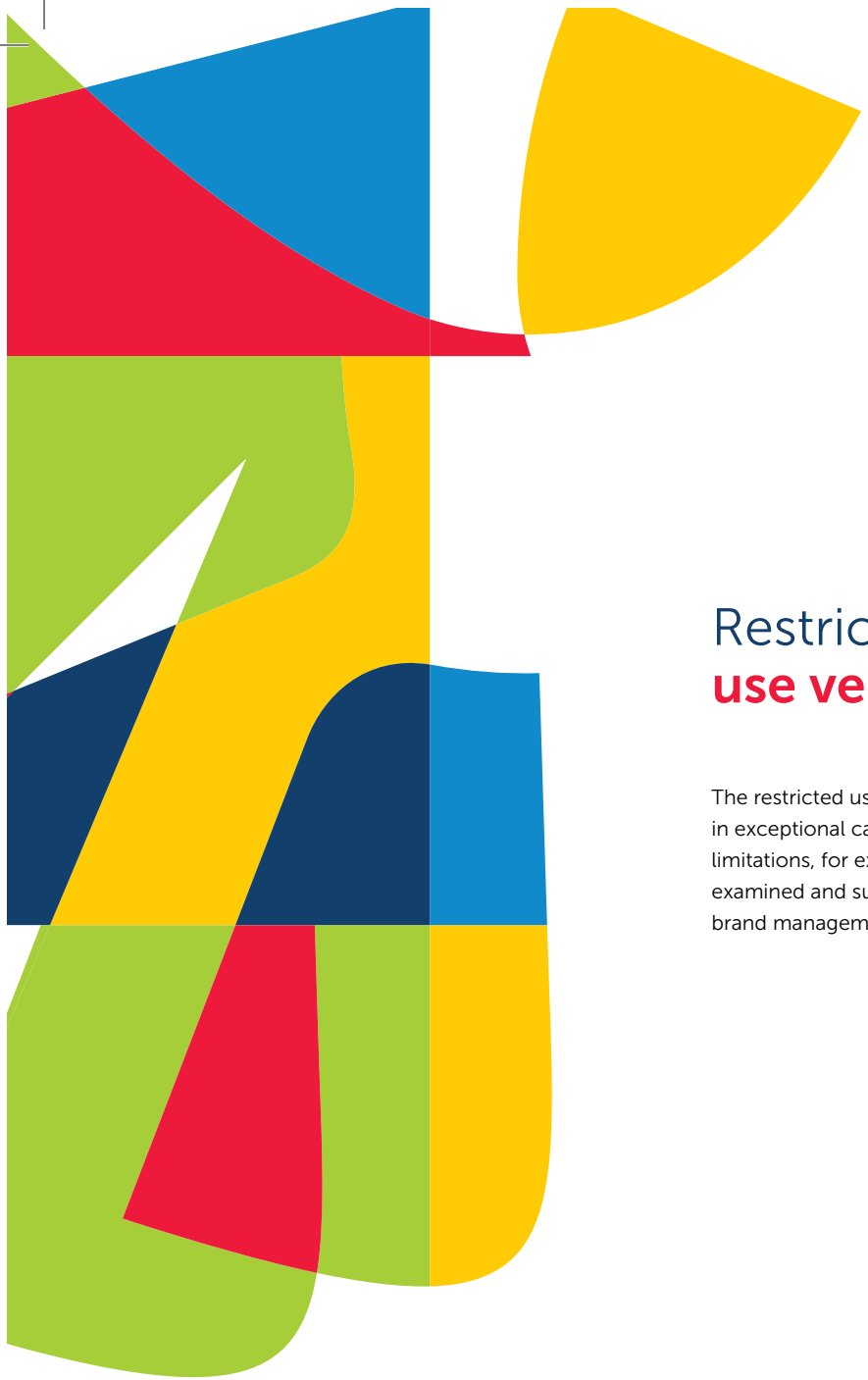
Negative portuguese description version

English description version

Negative english description version

Spanish description version

Negative spanish description version



Restricted
use version

The restricted use versions are used only in exceptional cases (due to technical limitations, for example), always strictly examined and subject to approval of the brand management team.

Positive monochromatic version

Negative monochromatic version

version
with tagline

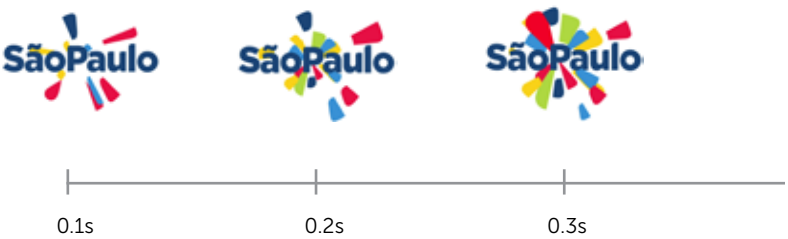
Using the logo and the tagline together is an option: “viva tudo isso” in Portuguese, "viva todo esto" in Spanish and "experience it all!" in English. The rules for this type of application are defined on the next page.

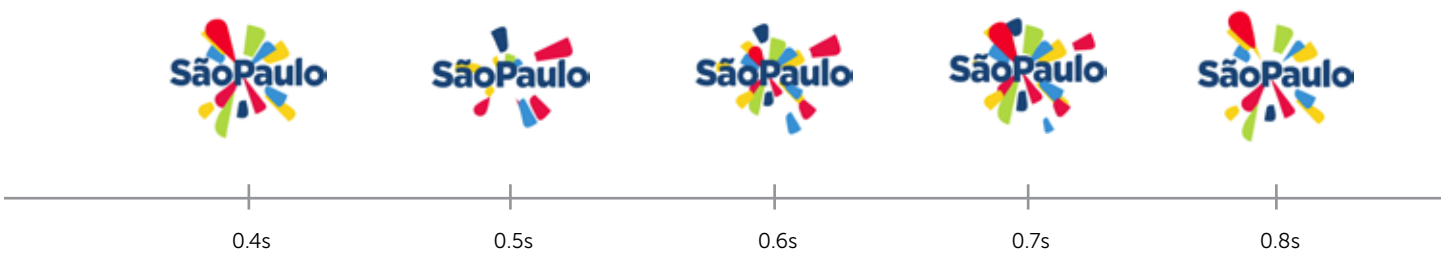
Version with tagline

The tagline must be aligned with the words “São Paulo”, at a minimum distance corresponding to the half of the height of module “P”, which refers to letter “P” of the word “Paulo". The typography must be aligned to the right of letter "L" of the word "Paulo". The typography used in the tagline must always be "Museo Sans 900".

in **motion**

The logo has two digital versions. One version that is in loop and constant movement, which must be applied in the internet and videos. And another version to be used as a signature in advertising films and spots.




0.4s
0.5s
0.6s
0.7s
0.8s

care in the **application**

To ensure the visual impact and legibility of the logo, the specifications regarding the area of non-interference and minimum dimension presented in this guidebook must be respected.

Area of non-interference

The area of non interference must be equivalent to, at least, the height of letter “P” in relation to the limits of the graphic field outlined above by the internal dotted line.

Minimum reduction

The minimum reduction is intended to preserve the legibility of São Paulo brand. For such, the established dimensions must be respected. The measure indicated above determines the minimum size for application in general graphic pieces.

inappropriate use

The following examples illustrate situations of inappropriate use of São Paulo brand's elements. It is crucial that these instructions are observed to ensure the visual impact and the legibility of São Paulo logo.

Do not change colors

Do not change typography proportions

Do not change the symbol position

Do not apply shadows and effects

Do not apply as watermark

Do not rotate

Do not make any distortions

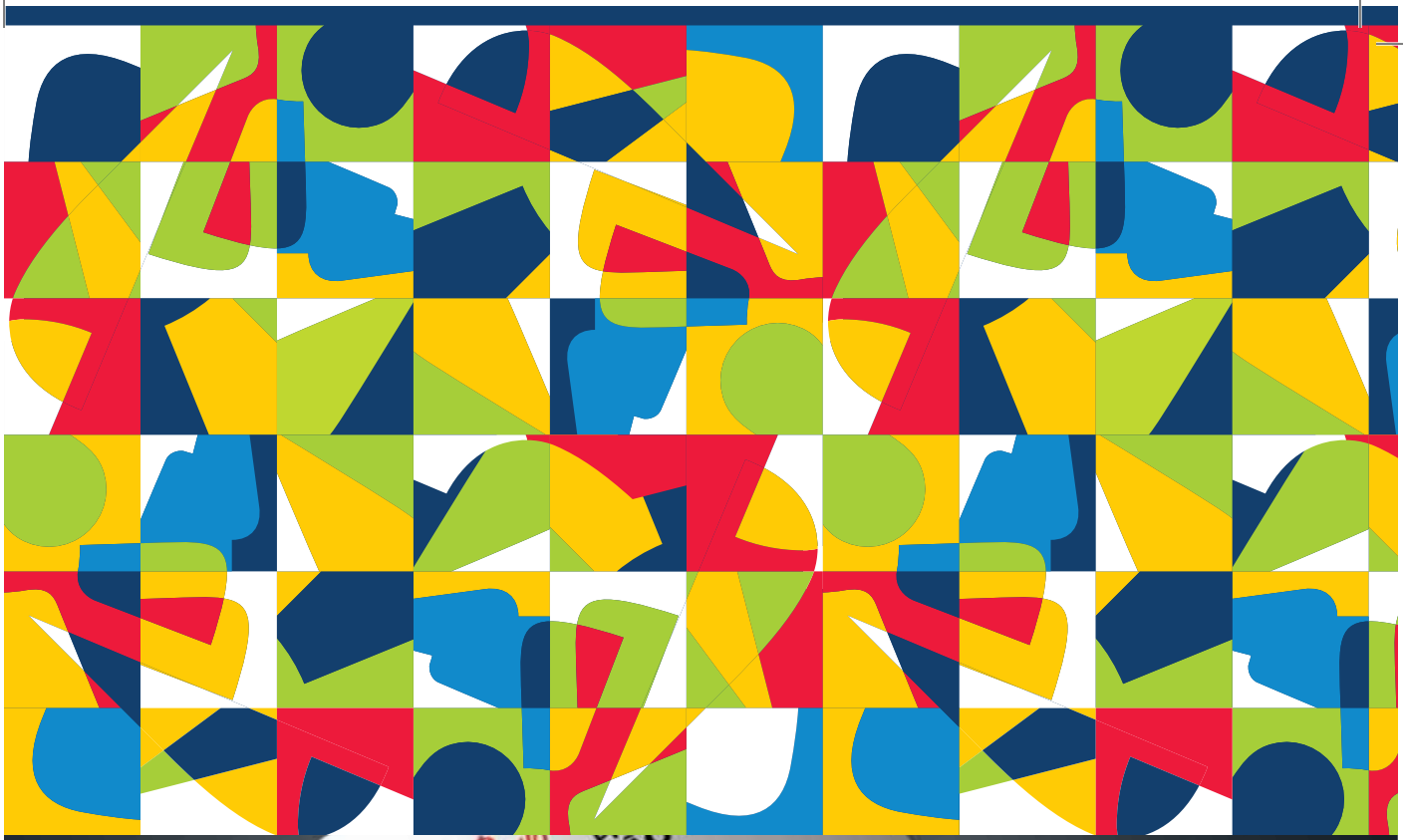
Do not apply on a background without contrast

Do not change forms and perspective

Do not use borders

preferred **pattern**

The pattern is one of the visual elements that integrate São Paulo brand and can be used in the creation of institutional and promotional materials.

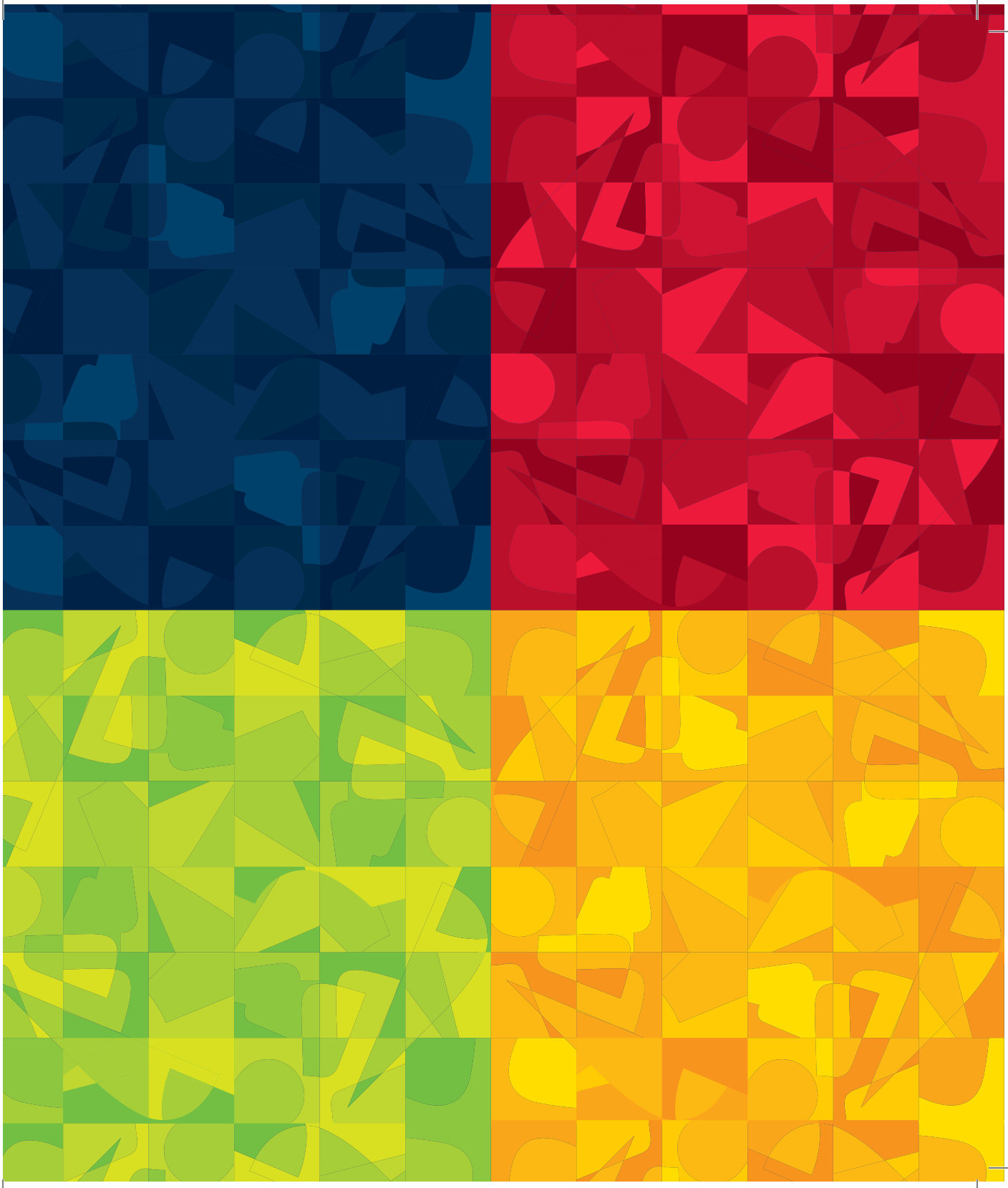


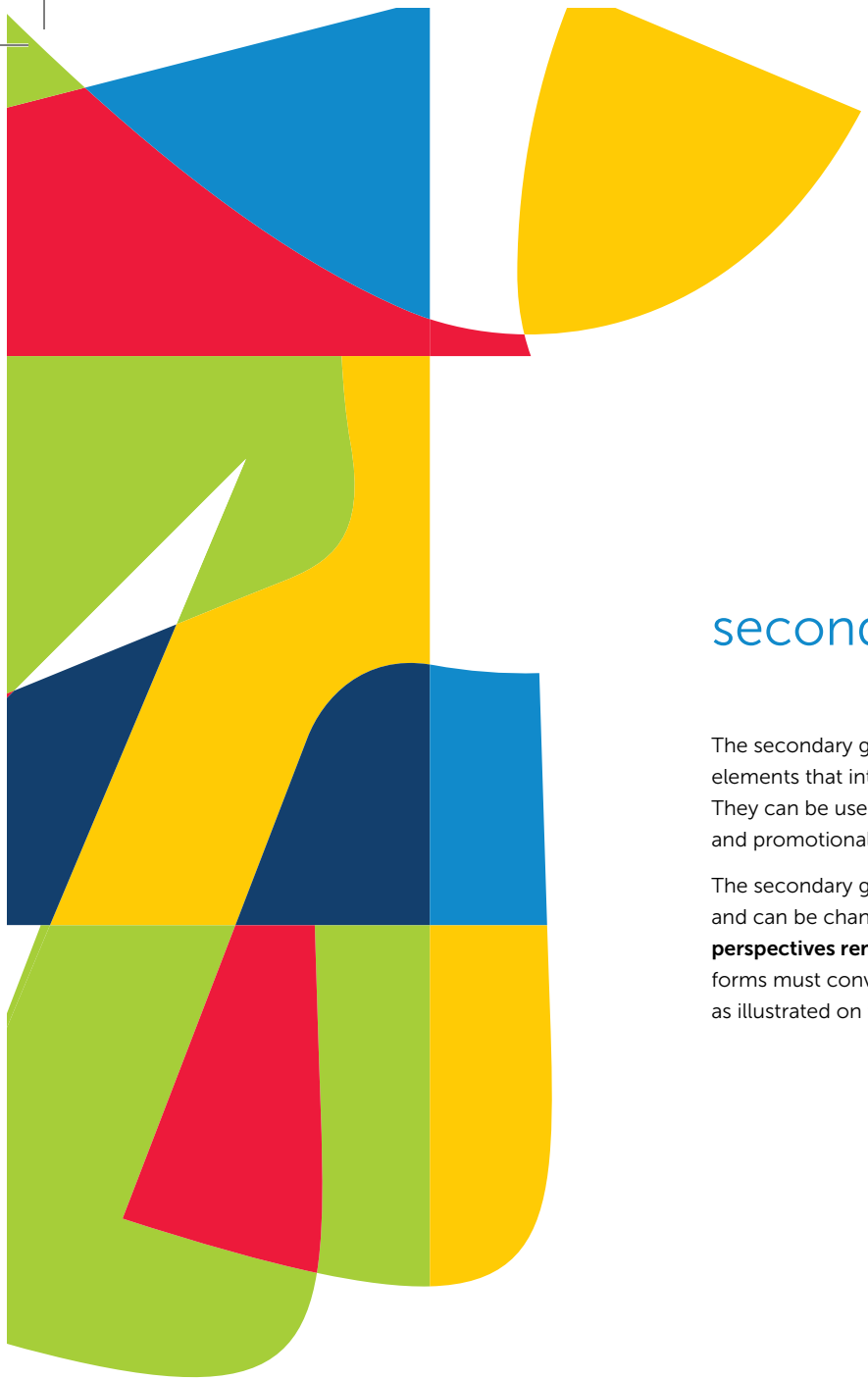
Example of application

secondary **pattern**

The patterns can also be applied in monochromatic versions, as presented on the next page.

For such, always use the pattern standards from electronic originals.





secondary graphics

The secondary graphics are visual elements that integrate São Paulo brand. They can be used to create institutional and promotional materials.

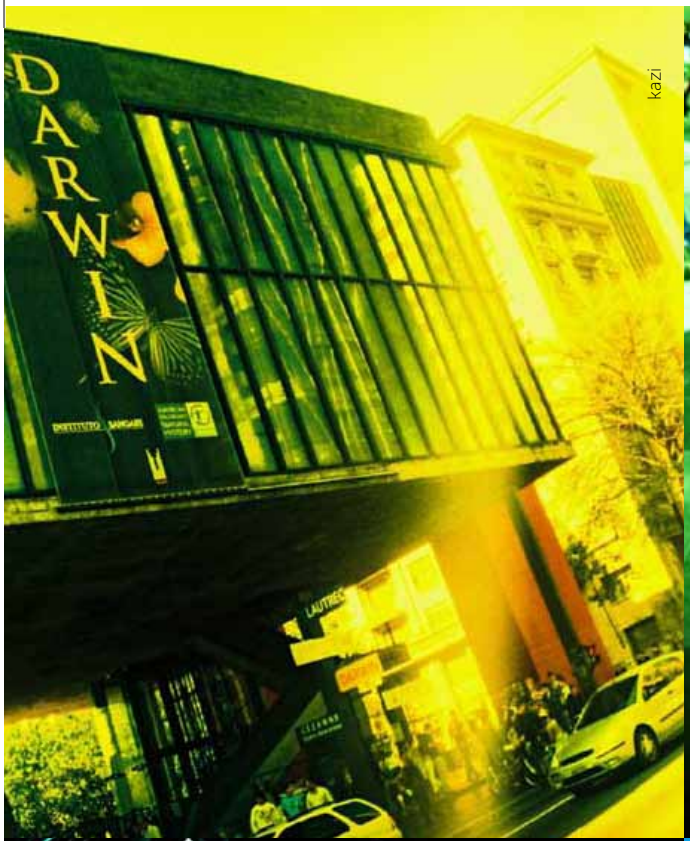
The secondary graphics are flexible and can be changed, **as long as the perspectives remain unaffected.** All forms must converge to a single point, as illustrated on the next page.

photographic **style**

São Paulo brand concept, “experience it all”, is an invitation to see the city of São Paulo from a new perspective.

Photography is the most powerful way to show it. The purpose of São Paulo brand is to use photography as a way to **abandon clichés** and show what is behind São Paulo.

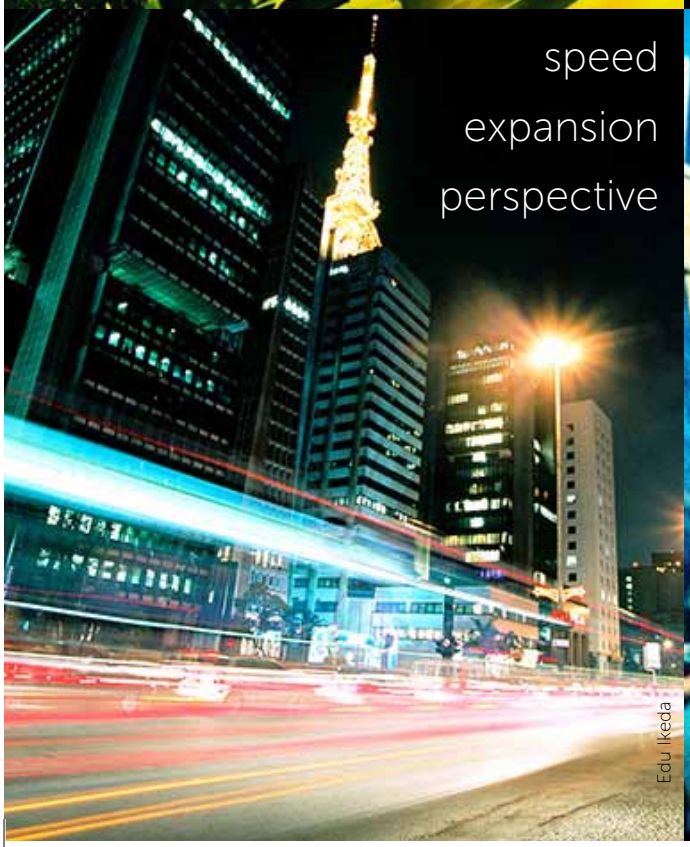
The pictures must follow the brand chromatic pattern and always be presented in perspectives that show **unusual angles.** Certain techniques such as overlays, overexposure, lomography and lightpainting are welcome.



kazi

Daniela Guimarães Goulart

expression
contrast
diversity



speed
expansion
perspective

Edu Ikeda

kazi

photographic **style**

In specific cases, ordinary photos may also be adapted to the photographic style, as long as they comply with the standards listed before.

Transparency effects of Adobe®Photoshop®, such as *overlay* and *hard light*, can be used together with the table colors – and if used well – provide relevant results, as exemplified on the next page.

original photograph

adapted photograph

color

Colored upper layer with **"overlay"** effect

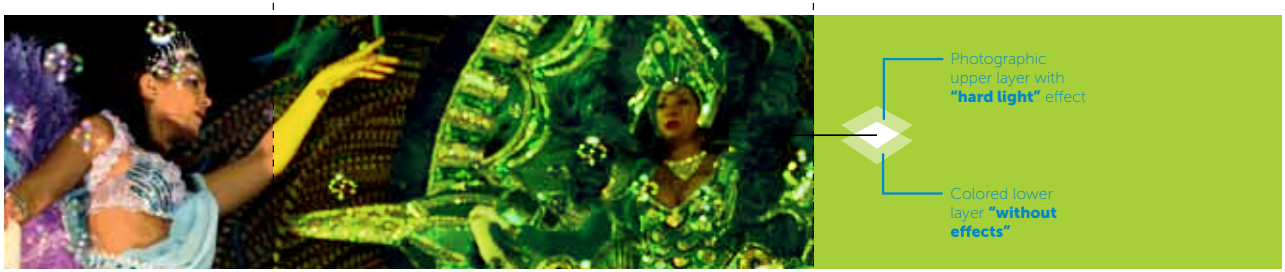
Photographic lower layer **"without effects"**

Colored upper layer with **"hard light"** effect

Photographic lower layer **"without effects"**

Colored upper layer with **"overlay"** effect

Photographic lower layer **"without effects"**



Photographic upper layer with **"hard light"** effect

Colored lower layer **"without effects"**

typography

Tipography is a highly important component of São Paulo brand.

The messages are communicated through typography. The typographic support family is Museo Sans, which is easy to read and has several styles and weights.

It must be used in titles, texts, highlighted information in promotional materials, brochures, letters, institutional materials, digital media, among others. In specific cases, for presentations, e-mails and digital materials, the use of Arial is allowed.

communicate **using all** styles!

explore
different sizes

be **straightforward**!

Museo Sans 100
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuwxyz
1234567890 !@#$%^&*()

Museo Sans 700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuwxyz
1234567890 !@#$%^&*()

Museo Sans 500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuwxyz
1234567890 !@#$%^&*()

Museo Sans 900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuwxyz
1234567890 !@#$%^&*()

colors

Percentages indicated in CMYK are valid for offset quadrichromic printing in Europa scale. For application in electronic media, use RGB and Hexadecimal references.

For all other types of application, use Pantone® scale in Coated reference to obtain colors by visual approximation.

MASP Red

Pantone **186C**
C**0** M**100** Y**80** K**0**
R**234** G**27** B**54**
Hex **#ea1b36**

Liberdade Yellow

Pantone **123C**
C**0** M**20** Y**100** K**0**
R**255** G**200** B**8**
Hex **#ffc808**

Ibirapuera Green

Pantone **375C**
C**40** M**0** Y**100** K**0**
R**166** G**206** B**57**
Hex **#a6ce39**

Paulista Blue

Pantone **2925C**
C**80** M**35** Y**0** K**0**
R**0** G**136** B**207**
Hex **#0088cf**

Tietê Blue

Pantone **654C**
C**100** M**80** Y**30** K**20**
R**0** G**62** B**108**
Hex **#003e6c**

convergence **scenarios**

application **rules**

São Paulo brand represents and promotes the city of São Paulo in the country and abroad, together with other brands, which are São Paulo Turismo, Government, governmental entities, partners and third parties.

Foreseeing the use of brands combined, certain rules were defined for the correct application of São Paulo brand, so that each one can have its own image and identity preserved, aligned in a harmonious, convergent and unique scenario that promotes their segment interests.

! Before applying São Paulo brand, it is necessary to request authorization by sending an e-mail to marcasp@spturis.com

1 São Paulo Turismo

2 Government and Entities

3 Partners

4 Third parties

convergence **scenarios**

1 São Paulo Turismo

In Brazil and Abroad

São Paulo brand must be highlighted in the foreground. Other brands will be placed in the background, in equal weights.

Example of application by São Paulo Turismo

convergence **scenarios**

2 Government and Entities

Abroad

São Paulo brand must be highlighted in the foreground. Partner or associate brands will be placed in the background, in smaller weights.

In Brazil, defending São Paulo´s interests

São Paulo brand must be highlighted in the foreground. Partner or associate brands will be placed in the background, in smaller weights.

In Brazil, defending individual interests

Partner or associate brands must be highlighted in the foreground. São Paulo brand will be placed in the background, in smaller weight. Other related brands will also be placed in the background, in equal weights.

Example of application abroad by Government and entities.

convergence **scenarios**

3 Partners

Abroad

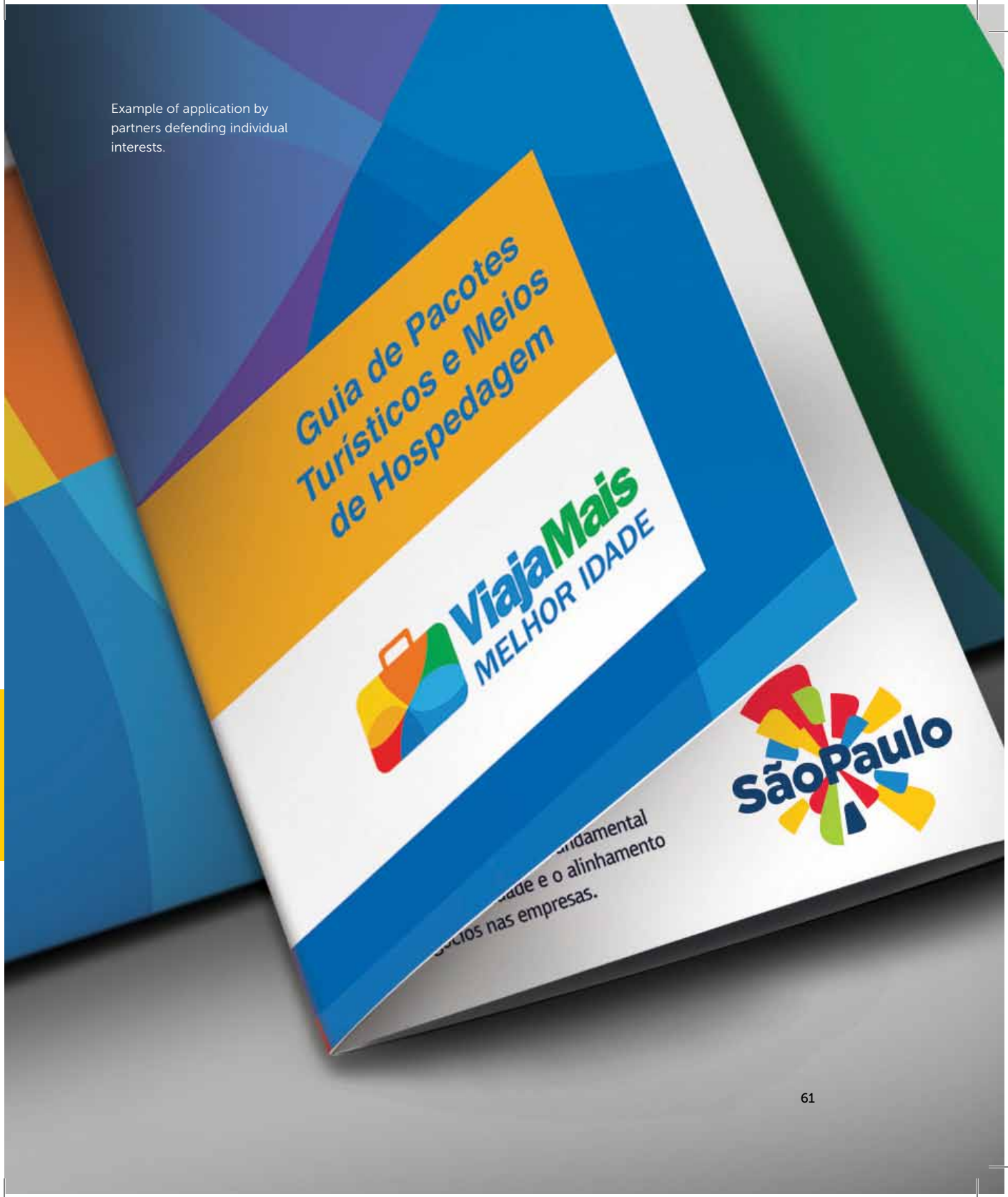
São Paulo brand must be highlighted in the foreground. Government brands will be placed in the background, in smaller weights.

In Brazil, defending São Paulo´s interests

São Paulo brand must be highlighted in the foreground. Government brands will be placed in the background, in smaller weights.

In Brazil, defending individual interests

Government brand must be highlighted in the foreground. São Paulo brand will be placed in the background, in smaller weight. Other related brands will also be placed in the background, in equal weights.



Example of application by partners defending individual interests.

4 Third Parties

Users that are not specified in this guidebook, which have been previously authorized to apply São Paulo brand. Everyone interested in using São Paulo brand must request authorization from São Paulo Turismo through the e-mail: marcasp@spturis.com

Example of application by third parties.

association **rules**

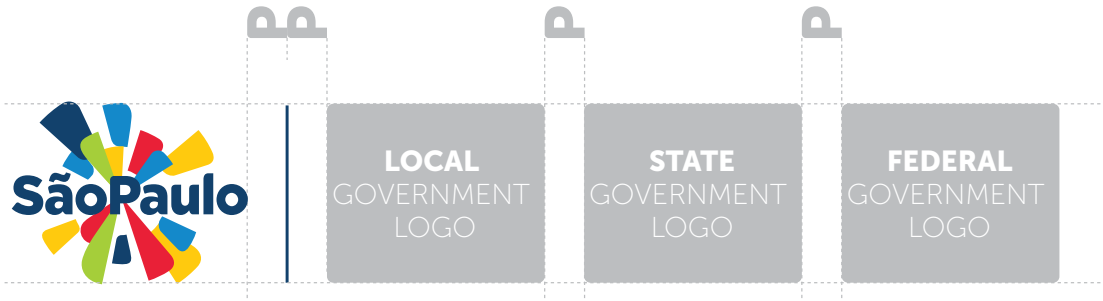
There will be moments in which São Paulo brand will have to be placed with other logos, whether they are from government entities, events or partners for the promotion and development of tourism in the city.

Therefore, 3 rules have been defined for its application in printed, advertising, publications and sponsorship materials signature.

! Before applying São Paulo brand, it is necessary to request authorization by sending an e-mail to marcasp@spturis.com

Association with governmental brands

The signature must be positioned from left to right, in the following order: São Paulo logo, City, State and Federal Government.



In all cases, a line must separate the tourism brand from the governmental brands, as illustrated.

association **rules**

Association with other brands

The signature must be positioned from right to left, in the following order: São Paulo Brand, Other Brands.

The maximum height of the other brands is "3P", where module "P" refers to the height of letter P on the name São Paulo

Association with events brand

The signature must be positioned from right to left, in the following order: Event Brand, São Paulo Brand.

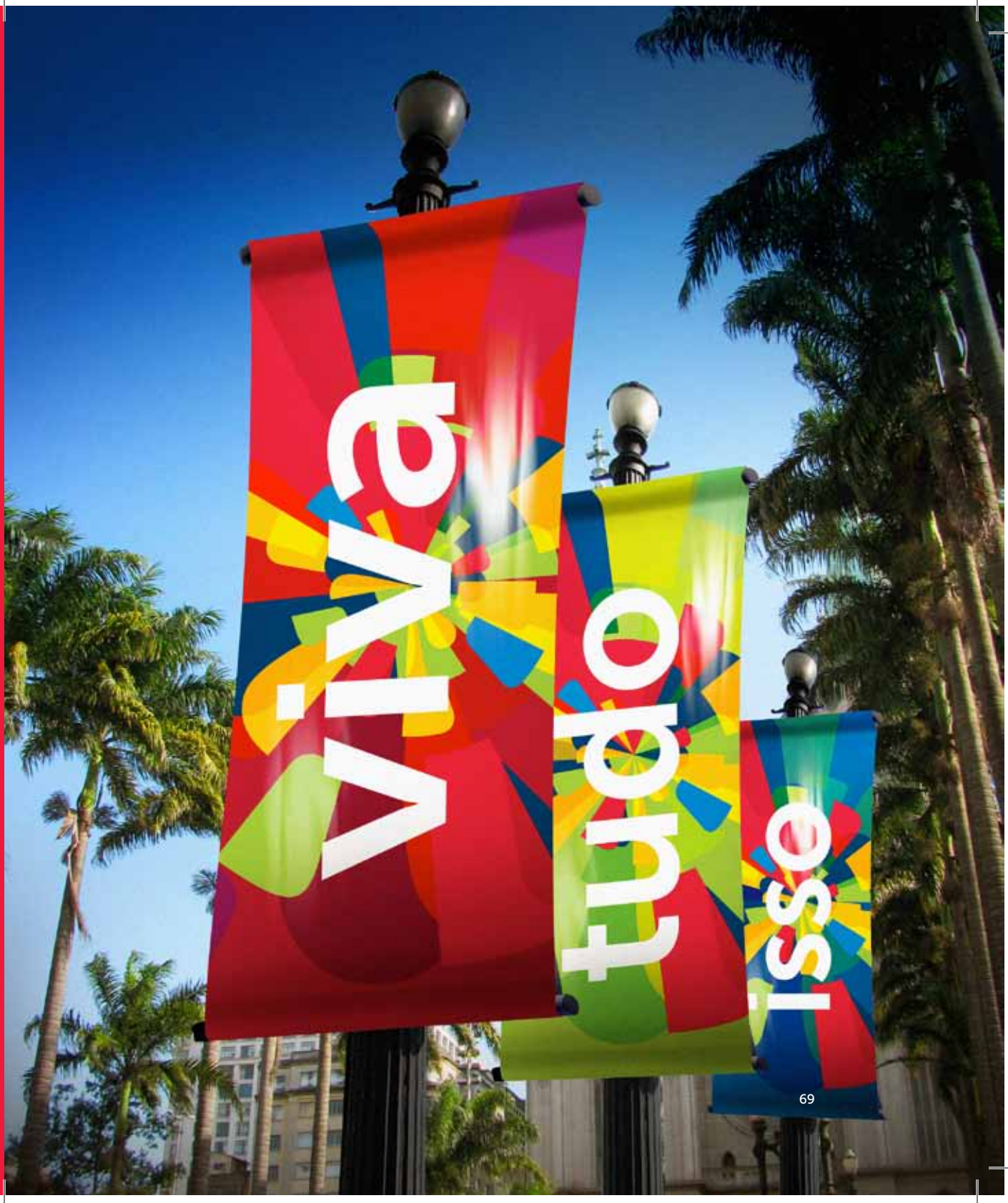
The maximum height of the event brand must be equal to the height of São Paulo brand.

examples **of application**

practice what
you have learned!

São Paulo is an extraordinary destination, where you can find whatever you need in a surprising way! It is necessary to make sure that people understand the advantages of the city in all means of communication.

These examples of application present a general parameter of the many communication platforms that can be used to promote São Paulo brand. The visual identity system has been developed to present the "experience it all" concept in its best way.


viva
tudo
isso

SãoPaulo
São Paulo
turismo
www.spturis.com
PREFEITURA DE
SÃO PAULO
Av. Olavo Fontoura, 1.209
Parque Anhembi - Santana
CEP 02012-021 (11) 2226-0400

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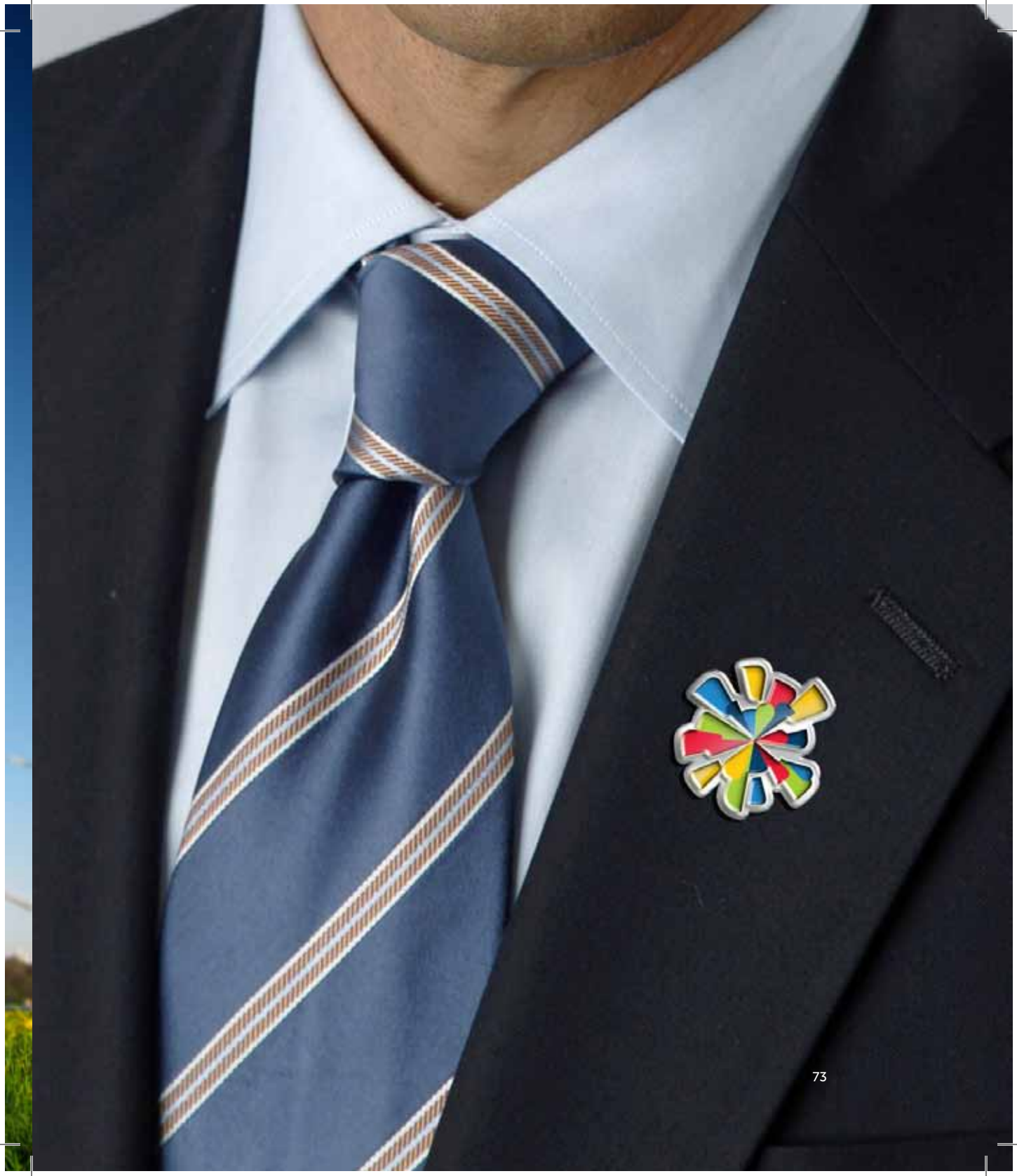
Av. Olavo Fontoura, 1.2
Parque Anhembi - San
CEP 02012-021 (11) 2

anhembi
park
access to gate
10
SãoPaulo
This gate remains open
from 5h to 24h.



SãoPaulo

SãoPaulo
experience
it all!
SãoPaulo
visitor
São Paulo
turismo
PREFEITURA DE
SÃO PAULO

SãoPaulo
ibirapuera
e moema
ibirapuera and moema
ibirapuera y moema
centro
downtown
parque anhemb
center norte

SãoPaulo
ro
wn
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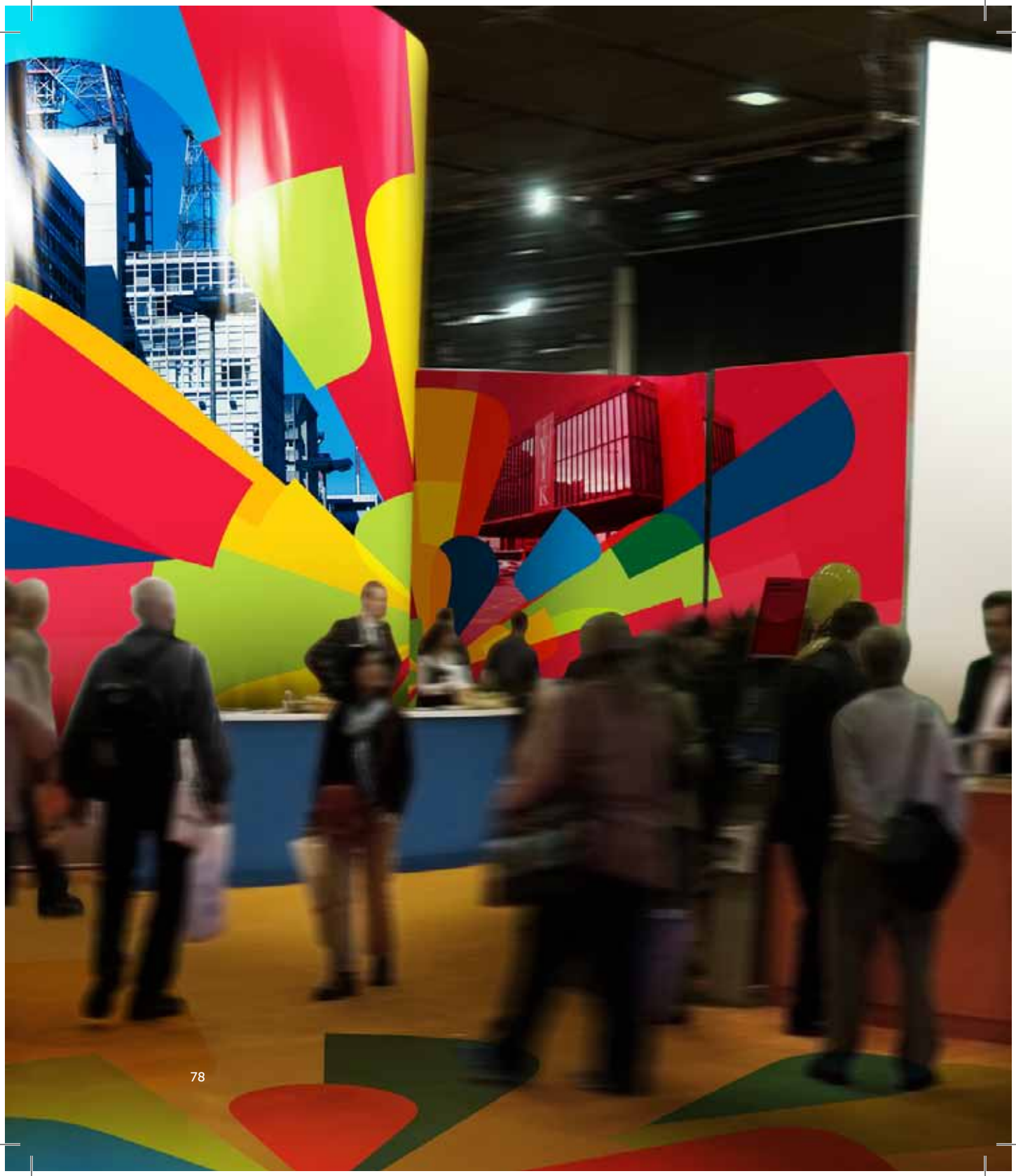
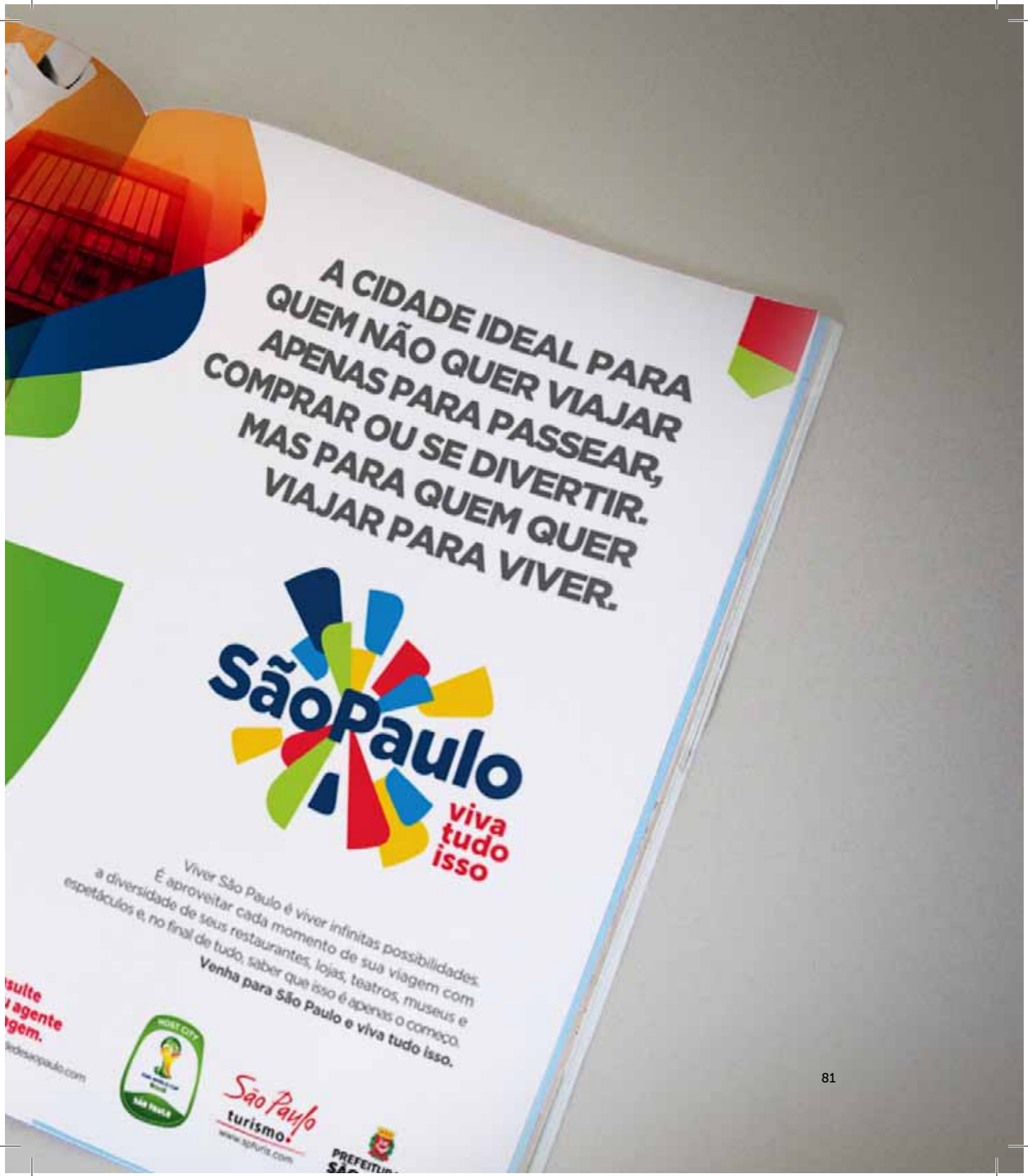
SãoPaulo
paulista
e jardins
paulista and jardins
paulista y jardins



SãoPaulo
discover

Consulte
o seu agente
de viagem.


A CIDADE IDEAL PARA QUEM NÃO QUER VIAJAR APENAS PARA PASSEAR, COMPRAR OU SE DIVERTIR. MAS PARA QUEM QUER VIAJAR PARA VIVER.
SãoPaulo
viva tudo isso
Viver São Paulo é viver infinitas possibilidades.
É aproveitar cada momento de sua viagem com a diversidade de seus restaurantes, lojas, teatros, museus e espetáculos e, no final de tudo, saber que isso é apenas o começo.
Venha para São Paulo e viva tudo isso.
São Paulo turismo.

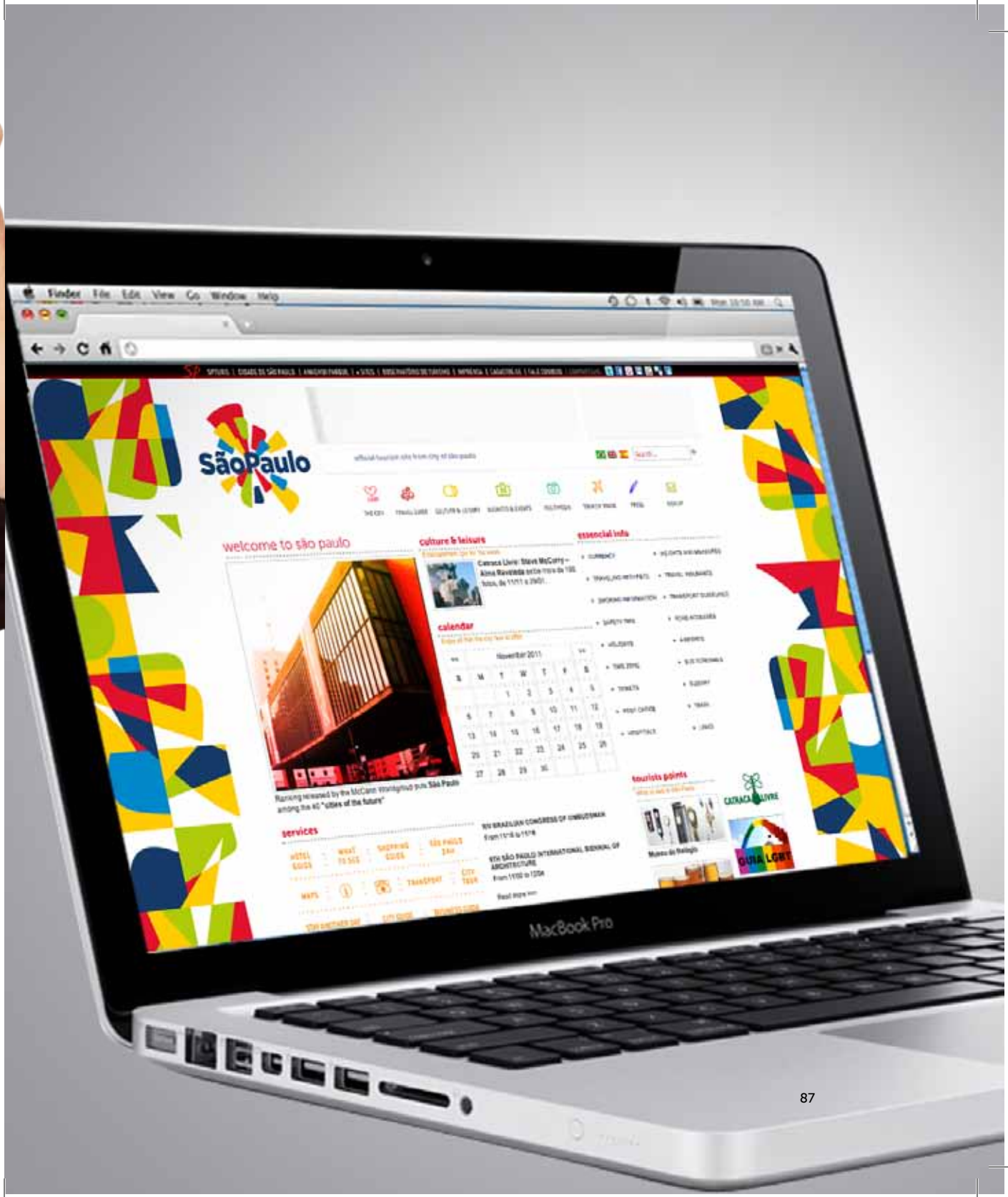
SãoPaulo
SãoPaulo

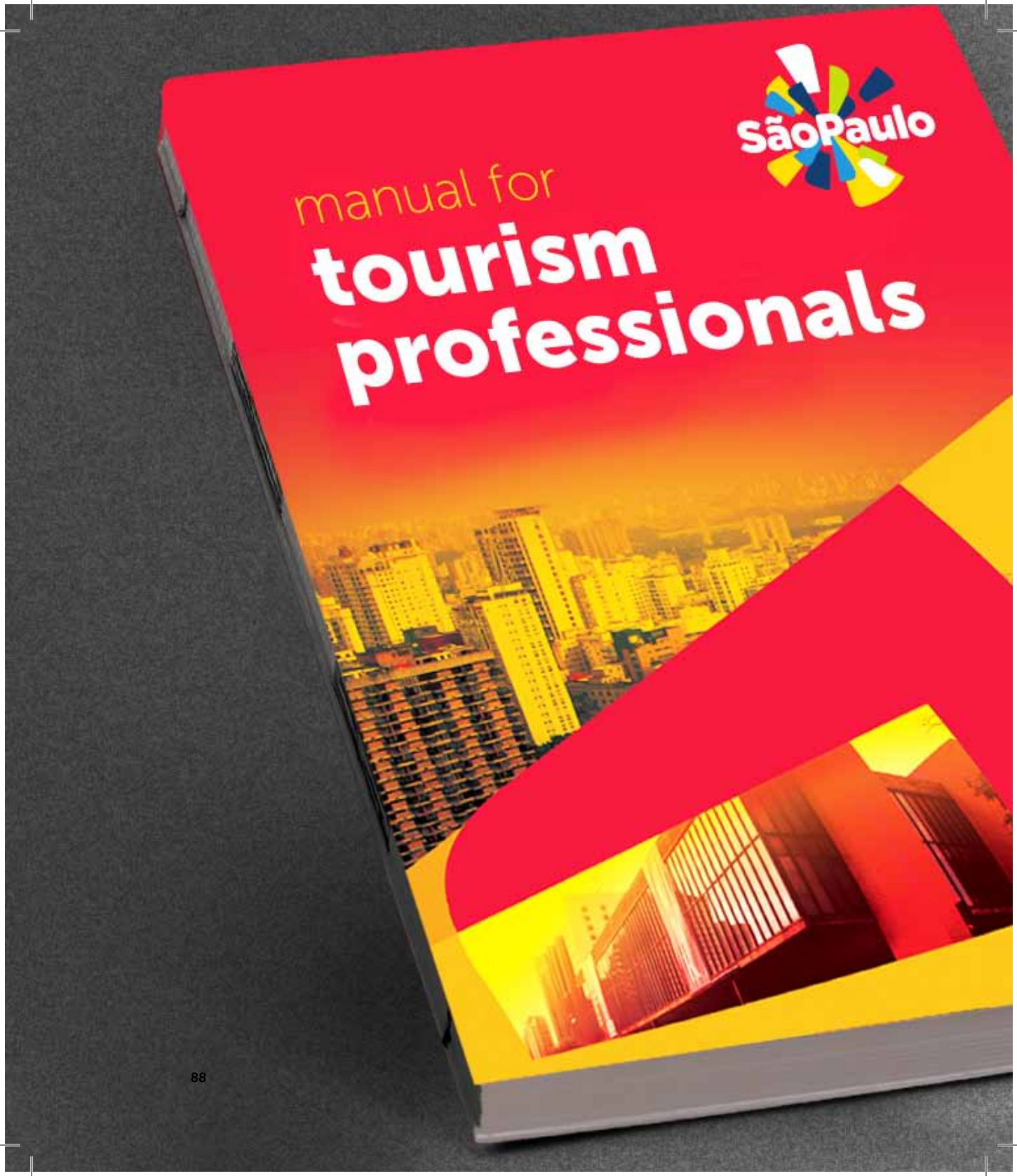
SãoPaulo city tour
SãoPaulo

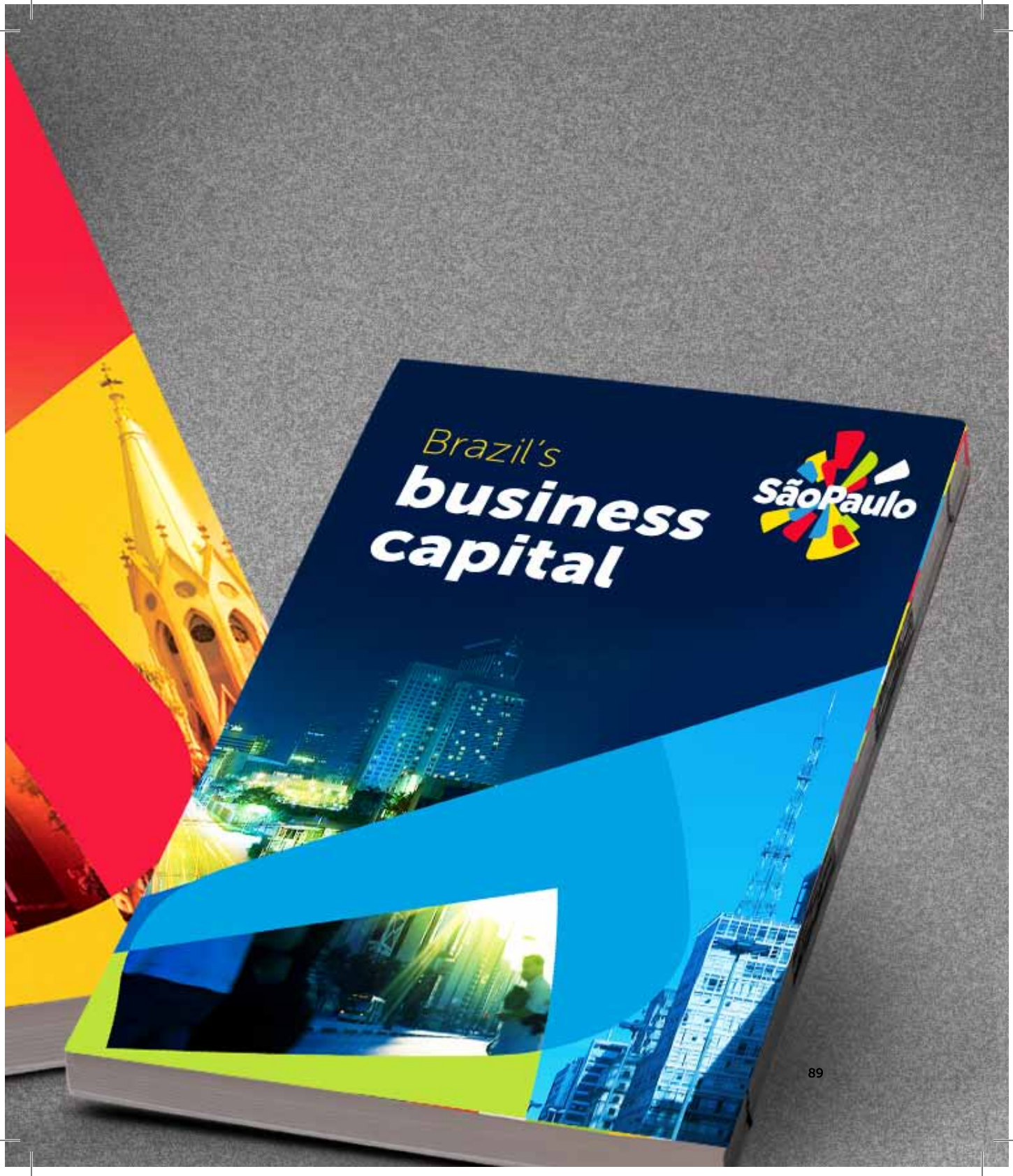
SãoPaulo
Christmas Itinerary
tematic itineraries
SãoPaulo
Vila Madalena
Bohemia and art
tematic itineraries

SãoPaulo
Architecture
tematic itineraries
SãoPaulo
Graffiti
tematic itineraries

SãoPaulo
experience
it all!


Finder File Edit View Go Window Help
SãoPaulo
welcome to são paulo
culture & leisure
essencial info
calendar
November 2011
tourists points
services
MacBook Pro


SãoPaulo
manual for
tourism
professionals


Brazil's
business
capital
SãoPaulo

central de
informação
turística
tourist information
central de información turística
SãoPaulo
paulista
& jardins
centro
centro

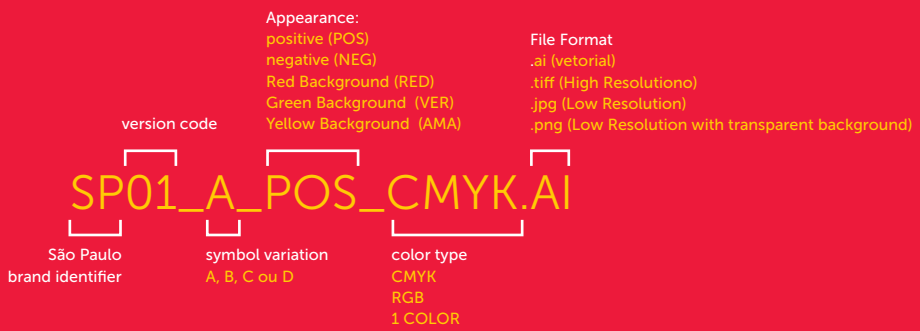
electronic **originals**

.ai .tiff .png **.jpg**

To make the process of distribution and application of the brand easier, a complete library of files is available.

The **file naming system** will help locating correct files, appropriate for each situation. Each file has a unique code, which consists of the identification of the São Paulo brand, version, variation, appearance, colors and file format.

It is worth remembering that before using or distributing the São Paulo brand it is necessary to obtain authorization from São Paulo Turismo by means of the contacts listed at the end of this guidebook.



SP01 - Preferred Logo ai, tiff, png e jpg

SP01_A_POS_CMYK
SP01_A_POS_RGB

SP01_A_NEG_CMYK
SP01_A_NEG_RGB

SP01_A_RED_CMYK
SP01_A_RED_RGB

SP01_A_AMA_CMYK
SP01_A_AMA_RGB

SP01_A_VER_CMYK
SP01_A_VER_RGB

SP01_B_POS_CMYK
SP01_B_POS_RGB

SP01_B_NEG_CMYK
SP01_B_NEG_RGB

SP01_B_RED_CMYK
SP01_B_RED_RGB

SP01_B_AMA_CMYK
SP01_B_AMA_RGB

SP01_B_VER_CMYK
SP01_B_VER_RGB

SP01_C_POS_CMYK
SP01_C_POS_RGB

SP01_C_NEG_CMYK
SP01_C_NEG_RGB

SP01_C_RED_CMYK
SP01_C_RED_RGB

SP01_C_AMA_CMYK
SP01_C_AMA_RGB

SP01_C_VER_CMYK
SP01_C_VER_RGB

SP01_D_POS_CMYK
SP01_D_POS_RGB

SP01_D_NEG_CMYK
SP01_D_NEG_RGB

SP01_D_RED_CMYK
SP01_D_RED_RGB

SP01_D_AMA_CMYK
SP01_D_AMA_RGB

SP01_D_VER_CMYK
SP01_D_VER_RGB

SP01_D_POS_1 COR

SP01_D_NEG_1 COR

SP02 - Portuguese Logo Description ai, tiff, png e jpg

SP02_A_POS_CMYK
SP02_A_POS_RGB

SP02_A_NEG_CMYK
SP02_A_NEG_RGB

SP02_A_RED_CMYK
SP02_A_RED_RGB

SP02_A_AMA_CMYK
SP02_A_AMA_RGB

SP02_A_VER_CMYK
SP02_A_VER_RGB

SP02_B_POS_CMYK
SP02_B_POS_RGB

SP02_B_NEG_CMYK
SP02_B_NEG_RGB

SP02_B_RED_CMYK
SP02_B_RED_RGB

SP02_B_AMA_CMYK
SP02_B_AMA_RGB

SP02_B_VER_CMYK
SP02_B_VER_RGB

SP02_C_POS_CMYK
SP02_C_POS_RGB

SP02_C_NEG_CMYK
SP02_C_NEG_RGB

SP02_C_RED_CMYK
SP02_C_RED_RGB

SP02_C_AMA_CMYK
SP02_C_AMA_RGB

SP02_C_VER_CMYK
SP02_C_VER_RGB

SP02_D_POS_CMYK
SP02_D_POS_RGB

SP02_D_NEG_CMYK
SP02_D_NEG_RGB

SP02_D_RED_CMYK
SP02_D_RED_RGB

SP02_D_AMA_CMYK
SP02_D_AMA_RGB

SP02_D_VER_CMYK
SP02_D_VER_RGB

SP02_D_POS_1 COR

SP02_D_NEG_1 COR

SP03 - English Logo Description ai, tiff, png e jpg

SP03_A_POS_CMYK
SP03_A_POS_RGB

SP03_A_NEG_CMYK
SP03_A_NEG_RGB

SP03_A_RED_CMYK
SP03_A_RED_RGB

SP03_A_AMA_CMYK
SP03_A_AMA_RGB

SP03_A_VER_CMYK
SP03_A_VER_RGB

SP03_B_POS_CMYK
SP03_B_POS_RGB

SP03_B_NEG_CMYK
SP03_B_NEG_RGB

SP03_B_RED_CMYK
SP03_B_RED_RGB

SP03_B_AMA_CMYK
SP03_B_AMA_RGB

SP03_B_VER_CMYK
SP03_B_VER_RGB

SP03_C_POS_CMYK
SP03_C_POS_RGB

SP03_C_NEG_CMYK
SP03_C_NEG_RGB

SP03_C_RED_CMYK
SP03_C_RED_RGB

SP03_C_AMA_CMYK
SP03_C_AMA_RGB

SP03_C_VER_CMYK
SP03_C_VER_RGB

SP03_D_POS_CMYK
SP03_D_POS_RGB

SP03_D_NEG_CMYK
SP03_D_NEG_RGB

SP03_D_RED_CMYK
SP03_D_RED_RGB

SP03_D_AMA_CMYK
SP03_D_AMA_RGB

SP03_D_VER_CMYK
SP03_D_VER_RGB

SP03_D_POS_1 COR

SP03_D_NEG_1 COR

SP04 - Spanish Logo Description ai, tiff, png e jpg

SP04_A_POS_CMYK
SP04_A_POS_RGB

SP04_A_NEG_CMYK
SP04_A_NEG_RGB

SP04_A_RED_CMYK
SP04_A_RED_RGB

SP04_A_AMA_CMYK
SP04_A_AMA_RGB

SP04_A_VER_CMYK
SP04_A_VER_RGB

SP04_B_POS_CMYK
SP04_B_POS_RGB

SP04_B_NEG_CMYK
SP04_B_NEG_RGB

SP04_B_RED_CMYK
SP04_B_RED_RGB

SP04_B_AMA_CMYK
SP04_B_AMA_RGB

SP04_B_VER_CMYK
SP04_B_VER_RGB

SP04_C_POS_CMYK
SP04_C_POS_RGB

SP04_C_NEG_CMYK
SP04_C_NEG_RGB

SP04_C_RED_CMYK
SP04_C_RED_RGB

SP04_C_AMA_CMYK
SP04_C_AMA_RGB

SP04_C_VER_CMYK
SP04_C_VER_RGB

SP04_D_POS_CMYK
SP04_D_POS_RGB

SP04_D_NEG_CMYK
SP04_D_NEG_RGB

SP04_D_RED_CMYK
SP04_D_RED_RGB

SP04_D_AMA_CMYK
SP04_D_AMA_RGB

SP04_D_VER_CMYK
SP04_D_VER_RGB

SP04_D_POS_1 COR

SP04_D_NEG_1 COR

SP05 - Portuguese Brand Tagline ai, tiff, png e jpg

SP05_A_POS_CMYK
SP05_A_POS_RGB

SP05_A_NEG_CMYK
SP05_A_NEG_RGB

SP05_A_RED_CMYK
SP05_A_RED_RGB

SP05_A_AMA_CMYK
SP05_A_AMA_RGB

SP05_A_VER_CMYK
SP05_A_VER_RGB

SP05_B_POS_CMYK
SP05_B_POS_RGB

SP05_B_NEG_CMYK
SP05_B_NEG_RGB

SP05_B_RED_CMYK
SP05_B_RED_RGB

SP05_B_AMA_CMYK
SP05_B_AMA_RGB

SP05_B_VER_CMYK
SP05_B_VER_RGB

SP05_C_POS_CMYK
SP05_C_POS_RGB

SP05_C_NEG_CMYK
SP05_C_NEG_RGB

SP05_C_RED_CMYK
SP05_C_RED_RGB

SP05_C_AMA_CMYK
SP05_C_AMA_RGB

SP05_C_VER_CMYK
SP05_C_VER_RGB

SP05_D_POS_CMYK
SP05_D_POS_RGB

SP05_D_NEG_CMYK
SP05_D_NEG_RGB

SP05_D_RED_CMYK
SP05_D_RED_RGB

SP05_D_AMA_CMYK
SP05_D_AMA_RGB

SP05_D_VER_CMYK
SP05_D_VER_RGB

SP05_D_POS_1 COR

SP05_D_NEG_1 COR

SP06 - English Logo Tagline ai, tiff, png e jpg

SP06_A_POS_CMYK
SP06_A_POS_RGB

SP06_A_NEG_CMYK
SP06_A_NEG_RGB

SP06_A_RED_CMYK
SP06_A_RED_RGB

SP06_A_AMA_CMYK
SP06_A_AMA_RGB

SP06_A_VER_CMYK
SP06_A_VER_RGB

SP06_B_POS_CMYK
SP06_B_POS_RGB

SP06_B_NEG_CMYK
SP06_B_NEG_RGB

SP06_B_RED_CMYK
SP06_B_RED_RGB

SP06_B_AMA_CMYK
SP06_B_AMA_RGB

SP06_B_VER_CMYK
SP06_B_VER_RGB

SP06_C_POS_CMYK
SP06_C_POS_RGB

SP06_C_NEG_CMYK
SP06_C_NEG_RGB

SP06_C_RED_CMYK
SP06_C_RED_RGB

SP06_C_AMA_CMYK
SP06_C_AMA_RGB

SP06_C_VER_CMYK
SP06_C_VER_RGB

SP06_D_POS_CMYK
SP06_D_POS_RGB

SP06_D_NEG_CMYK
SP06_D_NEG_RGB

SP06_D_RED_CMYK
SP06_D_RED_RGB

SP06_D_AMA_CMYK
SP06_D_AMA_RGB

SP06_D_VER_CMYK
SP06_D_VER_RGB

SP06_D_POS_1 COR

SP06_D_NEG_1 COR

SP07 -Spanish Logo Tagline ai, tiff, png e jpg

SP07_A_POS_CMYK
SP07_A_POS_RGB

SP07_A_NEG_CMYK
SP07_A_NEG_RGB

SP07_A_RED_CMYK
SP07_A_RED_RGB

SP07_A_AMA_CMYK
SP07_A_AMA_RGB

SP07_A_VER_CMYK
SP07_A_VER_RGB

SP07_B_POS_CMYK
SP07_B_POS_RGB

SP07_B_NEG_CMYK
SP07_B_NEG_RGB

SP07_B_RED_CMYK
SP07_B_RED_RGB

SP07_B_AMA_CMYK
SP07_B_AMA_RGB

SP07_B_VER_CMYK
SP07_B_VER_RGB

SP07_C_POS_CMYK
SP07_C_POS_RGB

SP07_C_NEG_CMYK
SP07_C_NEG_RGB

SP07_C_RED_CMYK
SP07_C_RED_RGB

SP07_C_AMA_CMYK
SP07_C_AMA_RGB

SP07_C_VER_CMYK
SP07_C_VER_RGB

SP07_D_POS_CMYK
SP07_D_POS_RGB

SP07_D_NEG_CMYK
SP07_D_NEG_RGB

SP07_D_RED_CMYK
SP07_D_RED_RGB

SP07_D_AMA_CMYK
SP07_D_AMA_RGB

SP07_D_VER_CMYK
SP07_D_VER_RGB

SP07_D_POS_1 COR

SP07_D_NEG_1 COR

secondary graphics - ai, tiff e jpg

SP_SUBGRAFICO_AZUL_CMYK
SP_SUBGRAFICO_AZUL_RGB

SP_SUBGRAFICO_VERMELHO_CMYK
SP_SUBGRAFICO_VERMELHO_RGB

SP_SUBGRAFICO_BRANCO_CMYK
SP_SUBGRAFICO_BRANCO_RGB

SP_SUBGRAFICO_VERDE_CMYK
SP_SUBGRAFICO_VERDE_RGB

SP_SUBGRAFICO_AMARELO_CMYK
SP_SUBGRAFICO_AMARELO_RGB

brand animated video - mov, mp4 e swf

SP_MARCALOOP_POS

SP_MARCALOOP_NEG

patterns - ai, tiff e jpg

SP_PATTERN_AZUL_CMYK
SP_PATTERN_AZUL_RGB

SP_PATTERN_VERMELHO_CMYK
SP_PATTERN_VERMELHO_RGB

SP_PATTERN_CORES_CMYK
SP_PATTERN_CORES_RGB

SP_PATTERN_VERDE_CMYK
SP_PATTERN_VERDE_RGB

SP_PATTERN_AMARELO_CMYK
SP_PATTERN_AMARELO_RGB

brand insertion video - mov, mp4 e swf

SP_MARCAVINHETA_POS

SP_MARCAVINHETA_NEG

v1.4 Digital English - Dezembro 2011

a romulocastilho.com **project** in partnership with **SPTuris**

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President of São Paulo Turismo: Marcelo Rehder
Vice-President of São Paulo Turismo: Tasso Gadzanis
Chief Advisor Office: Dinorah Vicentine
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Strategic Actions and Communication Director: Luiz Sales
Events Director: Everaldo Teixeira Dourado Junior
Infrastructure Director: Antonio de Pádua Perosa
Marketing and Sales Director: Milton Longobardi
Employee Representation Director: João Batista de Godoy
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Project coordination: Strategic Actions and Communication Department
Conception and graphic design: Rômulo Castilho

São Paulo Turismo S/A – Official Tourism and Events Company of the City of São Paulo
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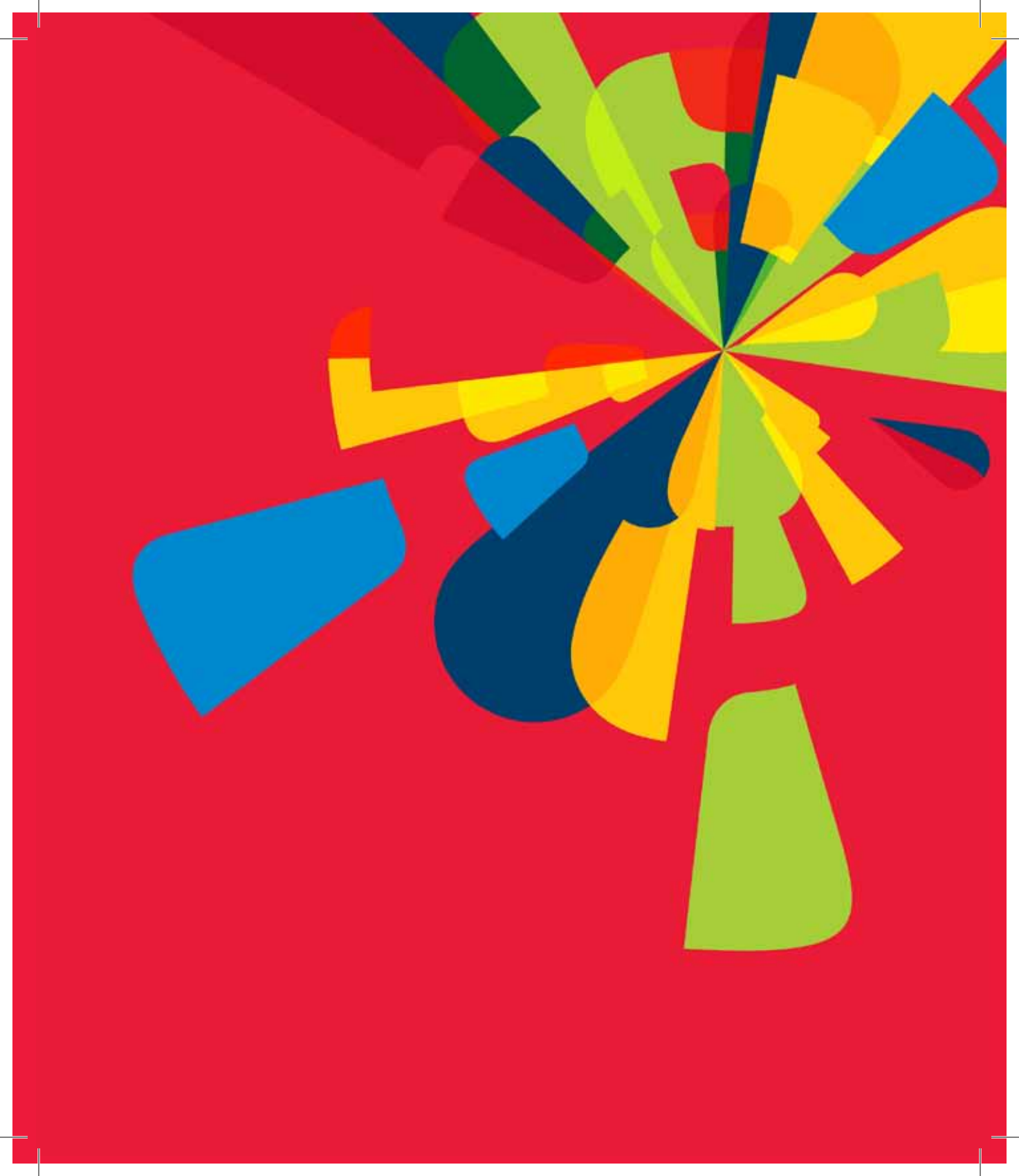

São Paulo
turismo
www.spturis.com
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SÃO PAULO